MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

LCS0015
INTRODUCTION TO COMMUNICATION STUDIES

(All groups/sections)

31 MAY 2018
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** pages with **TWO** sections.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: PRINCIPLES OF COMMUNICATION [20 MARKS]

Instruction: Answer ALL questions.

1. Explain the use of the Principle of Clarity in two of the functions of Mass Communication.

(4 marks)

2. What is the Kenneth Burke's Pentad, and how is the Principle of Consideration used in any three of the elements in the Pentad?

(4 marks)

3. There are three factors influencing Self-Concept, which determines how a person sees him/herself and is oriented towards others. Explain any two of the factors and how the Principle of Concreteness can be applied in those two factors.

(4 marks)

4. Explain how the Principle of Completeness is used in the Wheel Structure of small group communciation.

(4 marks)

5. How is the Principle of Concreteness is applied in the Competing Style of conflict management?

(4 marks)

Continued...

SECTION B: CONCEPTS OF COMMUNICATION [30 MARKS]

Answer ALL questions in the answer booklet provided.

1. Sarah works as a customer service officer at HPMobiles. She is waiting for her supervisor, Mr Balak, to talk to him about a problem concerning their staff work schedule for the following week. Just after Sarah enters his office, Mr Balak receives a phone call. After a few minutes, he slams down the receiver, and storms out of the office, muttering to Sarah, "Wait here!"
"What a bad time to have to bring this up," Sarah sighs. "Should I come back later? He is in a really bad mood. Why do I always pick the wrong time?"
When Mr Balak returns, he throws his clipboard on his desk and does not look at Sarah but asks bluntly, "What do you want?"
As Mr Balak shuffles through some documents on his desk, Sarah explains, "Sir, several weeks ago, I requested to take next Friday off for my mother's birthday celebration. I just checked the staff work schedule, and I noticed that I am on morning shift next Friday."
Mr Balak glares at Sarah and shouts, "you said you needed the second Friday off, and I gave it to you. The second Friday of the month is on the 19th".
"Sir, I meant the second Friday from when we had the discussion. I need the 12th off," Sarah explains. "I am very sorry for the misunderstanding, sir. Is there something we can do about this?"
Mr Balak leans back, cover his eyes with his hands, and replies sarcastically, "No problem, Sarah. I will be happy to re-arrange the schedule to suit all your needs."

   a. Identify the three types of communication being used and provide examples from the case study to support your answer.

      (6 marks)

   b. Explain the communication mistake that Sarah made when discussing about her day off with Mr Balak?

      (3 marks)

   c. What could Sarah have done to avoid the misunderstanding?

      (1 mark)

2. A work group in a software company has just completed their first international project. They managed to meet the tight deadline and satisfied the needs of their clients. The manager, Mr Lufti invited everyone in the team to a dinner celebration after work on Friday. The team members were all delighted, except Kent, who is an Orthodox Jew. Kent was the only expatriate among the team members in the work group. Rather than explaining to Mr Lufti about Friday night being his Sabbath (a day of religious observance and abstinence from work, kept by Jews from Friday evening to Saturday evening, and by most Christians on Sunday), Kent just did not show up at the dinner celebration.
Mr Lufti assumed that Friday evening is a time for leisure and that everyone would be able to attend. Kent, on the other hand, assumed that Mr Lufti would not understand his religious observance and abstinence from work, nor care about the religious rituals of other nationalities. When Kent did not show up at

the dinner celebration, Mr Lufti concluded that he was not a team player. His colleagues in his team assumed that he was anti-social and snobbish.

a. Explain the key issue that is highlighted in the case study.

(2 marks)

b. State the implication of Mr Lufti's decision to organize the dinner celebration.

(2 marks)

c. How should Kent have responded to avoid the misunderstanding with Mr Lufti and his team members?

(2 marks)

d. State 4 ways how Mr Lufti should have done to handle this situation more professionally?

(4 marks)

3. Adnan works at one of the divisions under the Ministry of Agriculture in his country. He has recently been assigned to be the person in charge for the Crop Disaster Program and is relocated to a rural part of the country. His responsibilities are mainly to provide information and assistance to the local farmers. One morning, Mr Sandri comes in the office looking worried and concerned. He then asks about the Crops Disaster Program, as he has lost most of his crops because of the recent flood. He wants to know how he can be compensated for his loss.
Adnan does not know Mr Sandri personally. He explains about the program and the general eligibility requirements to Mr Sandri. Mr Sandri is anxious for payment because he has to pay his bills. When Adnan tells him that it could be some time before he actually receives his compensation, he becomes frustrated. Adnan needs to ensure that Mr Sandri leaves the office feeling more at ease about his application requirements and the timeline needed for his compensation.

a. i) State the communication skill that Adnan should possess to assist Mr Sandri.

(1 mark)

ii) Explain the characteristics of the communication skill stated in (i).

(4 marks)

b. What should Adnan do to ensure Mr Sandri leaves the office at ease?

(5 marks)

End of Paper